

AMENDMENTS TO THE CLAIMS

Please amend Claims 1, 8, and 12 as indicated below.

Please add new Claims 24-27.

A complete listing of all claims is presented below with insertions underlined (e.g., insertion), and deletions struckthrough or in double brackets (e.g., ~~deletion~~ or [[deletion]]):

1. (Currently Amended) A video system, comprising:
an input port configured to receive video data, the video data including a plurality of premium contents;
an output port configured to couple to a video display for displaying video data selected by a viewer;
a preference engine coupled to the input port and configured to track viewer selections of the video data and to create a viewer profile representing viewing preferences of the viewer;
a local storage device; and
a promotion module coupled to the preference engine and the output port, the promotion module responsive to the viewer profile to select at least one preferred promotion content from the plurality of premium contents, to cause the selected at least one preferred promotion content to be stored on the local storage device, and to cause the selected at least one preferred promotion content to be retrieved from the local storage device and displayed to entice the viewer to watch a premium content associated with the selected at least one preferred promotion content.
2. (Original) The video system of Claim 1, further comprising a set-top box coupled to the input port and configured to receive video data.
3. (Original) The video system of Claim 1, wherein the plurality of premium contents includes a plurality of conditional access video contents.
4. (Original) The video system of Claim 3, wherein the conditional access video content is provided through a pay-per-view service.
5. (Original) The video system of Claim 1, further comprising a circuitry configured to provide for a functionality of a personal video recorder for recording the video data, wherein the circuitry further provides for a recording of the conditional access video content and the selected at least one preferred promotion content.

Appl. No. : 09/608,819
Filed : June 30, 2000

6. (Original) The video system of Claim 1, wherein the promotion module causes display of the selected at least one preferred promotion content as a content selected from a group consisting of a video clip, a trailer, a program title, program actors and their pictures, a program description and program reviews.

7. (Original) The video system of Claim 1, further comprising a first module configured to scramble the conditional access video content prior to pre-recording it.

8. (Currently Amended) The video system of Claim 1, further comprising a second ~~scrambler~~ module configured to de-scramble [[the]] pre-recorded conditional access video content upon fulfilling a condition for access.

9. (Original) The video system of Claim 1, wherein the condition for access is payment of a fee.

10. (Original) The video system of Claim 1, wherein the promotion module is configured to store a plurality of sets of data, each set of data including a viewer profile and at least one preferred promotion content associated with the viewer profile.

11. (Original) The video system of Claim 1, wherein the promotion module uses the viewer profiles to select a set of data from the plurality of sets of data upon determining which viewer is likely to watch at a given day and at given time.

12. (Currently Amended) A method of operating a video system that receives video data that includes a plurality of premium contents, the method comprising:

creating a viewer profile representing viewing preferences of a viewer;

identifying at least one of the premium contents consistent with the viewer profile;

selecting a promotion content associated with the identified at least one of the premium contents;

storing the selected promotion content on a local storage device; and

retrieving the selected promotion content from the local storage device and

displaying the selected promotion content to entice the viewer to watch the associated at least one of the premium contents.

13. (Original) The method of Claim 12, wherein displaying the selected promotion content occurs upon determining that the viewer is watching video data displayed on a video display.

Appl. No. : 09/608,819
Filed : June 30, 2000

14. (Original) The method of Claim 12, further comprising displaying the at least one of the premium content corresponding to the selected promotion content upon the viewer selecting the displayed selected promotion content.

15. (Original) The method of Claim 12, further comprising creating a plurality of viewer profiles, each viewer profile representing viewing preferences of a viewer and including preferred promotion contents selected in accordance with the viewing preferences of the viewer.

16. (Original) The method of Claim 15, further comprising selecting a viewer profile from the plurality of viewer profiles upon determining which viewer is likely to be watching at a given day and at given time using the viewing preferences.

17. (Original) The method of Claim 12, wherein the plurality of premium content includes at least one conditional access video content.

18. (Original) The method of Claim 17, wherein the at least one conditional access video content includes pay-per-view contents.

19. (Original) The method of Claim 17, further comprising pre-recording the at least one conditional access video content on a personal video recorder.

20. (Original) The method of Claim 19, further comprising scrambling the at least one conditional access video content prior to pre-recording it.

21. (Original) The method of Claim 20, further comprising de-scrambling the pre-recorded conditional access video content upon fulfilling a condition for access.

22. (Original) The method of Claim 21, wherein the condition for access is payment of a fee.

23. (Original) The method of Claim 12, wherein displaying of the selected promotion content includes displaying the selected promotion content as a content selected from a group consisting of a video clip, a trailer, a program title, program actors and their pictures, a program description and program reviews.

24. (New) The video system of Claim 1, wherein the local storage device comprises a personal video recorder.

25. (New) The video system of Claim 1, wherein the local storage device comprises a hard disk drive within the promotion module.

26. (New) The method of Claim 12, wherein the local storage device comprises a personal video recorder.

Appl. No. : **09/608,819**
Filed : **June 30, 2000**

27. (New) The method of Claim 12, wherein the local storage device comprises a hard disk drive.